Brand Roadworthy™
Human meets AI by Taylor & Grace

Brand Roadworthy™ Report

For Sample Organisation

30 October 2025

Welcome to your Brand Roadworthy™ report teaser

Welcome to the Brand Roadworthy™ sample report. This sample report that pulls out specific parts of the Brand Roadworthy™. This is not the entirety of what you would receive if you chose to purchase the report.

What you will receive if you purchase the Brand Roadworthy™ report.
The Brand Roadworthy™ is delivered through three mission-critical reports, designed specifically to move the leadership team from awareness to decisive action:

1. **Brand Health Scorecard**
    A breakdown of scores for the twelve evidence-based drivers across four focused areas of influence of brand health.

2. **Executive and Leadership Report**
    A 17-slide boardroom ready report that delivers a high-level summary of your brand health and provides a deep dive into the twelve evidence-based drivers.

3. **Fix-It-First Action Plan**
    This is the most valuable part. It's a prioritised roadmap structured for immediate implementation, translating insights directly into practical, priority steps designed to swiftly strengthen brand health and unlock growth momentum.

Brand Health Scorecard

Brand Health Scorecard

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① Internal alignment

BRAND ASPECT	SCORE
Brand consistency	2/10
Strategic alignment	6/10
Visual representation	4/10

② Competitive strength

BRAND ASPECT	SCORE
Competitive edge	5/10
Differentiation and category leadership	3/10
Visual representation	6/10

Overall Brand Health
5 / 10

BRAND ASPECT	SCORE
Brand sentiment	4/10
Audience alignment	7/10
Clarity of value	5/10

③ Market perception

BRAND ASPECT	SCORE
Visibility	6/10
Authority and influence	6/10
Relevance and momentum	8/10

Market salience ④

The Sample Organisation's scorecard reveals a brand that is highly relevant and authoritative with strong sector leadership potential; however, this is severely limited by critically low visibility and poor consistency of brand messaging and visuals, resulting in a lack of clear value and diminished credibility.

How this score is generated

A hybrid AI + human diagnostic measuring brand traction, not opinion.

Input Source	Weight	AI creations	Human evaluation
Internal Document Analysis	30%	Calculation of inconsistency instances, cross-reference KPIs against core mission	Alignment to priority agendas, assessment of noted inconsistencies, strategic alignment sense-check
Real-Time Market Research	50%	Aggregation of positive/negative sentiment from online platforms, gap analysis of intended vs attracted audience, competitor overview.	Currency and context of the most critical market trends and competitor data validation of sentiment themes, business impact of findings aligned to strategic plan
Synthesis & Diagnosis Model	20%	Quantification of the three largest, most critical gaps into a single 1-10 numerical score for each of the eight categories. This is the diagnostic step.	Rationale for the final scores against the raw data, logically alignment with identified gaps.

Executive and Leadership Report
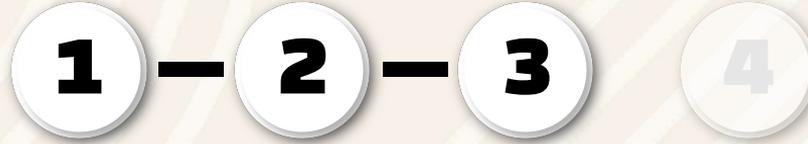
Brand Health Scorecard

Section 3:
Market perception deep-dive

Public perception and sentiment

Theme	Description	Sentiment
Audience engagement	Dissatisfaction with Sample Organisation's communication and handling of concerns and feedback	🔴 Negative
Profession visibility	Perception that Sample Organisation doesn't adequately promote their purpose correctly or loud enough	🔴 Negative
Educational focus	Critiques on curriculum and accreditation emphasis misaligning with career expectations	🟠 Neutral/Negative
Public resources and programs	Useful evidence-based programs and advice available through Sample Organisation	🟢 Positive/Neutral
Price/Value	No substantial public criticism located on this theme	🟣 Unclear

Brand Health Scorecard Deep-dive
Market perception

	Brand Sentiment Score: 4/10	Audience Alignment Score: 7/10	Clarity of value Score: 5/10
What we are seeing	Strong public-facing initiatives are offset by internal friction. Stakeholders report feeling unheard due to reactive or defensive communication patterns.	Successful engagement with diverse and emerging segments. While stable, there is a need to deepen understanding of specific personas to prevent communication fatigue.	A comprehensive service offering is being diluted by market noise. Complexity in messaging is leading to confusion against more "nimble" competitors.
Actions to unlock impact	Establish transparent feedback loops and "Action & Outcome" reporting. Upskill teams in empathetic, solution-oriented communication.	Advance data-driven segmentation. Develop tailored value propositions and enhance digital touchpoints for high-growth segments.	Distill messaging into high-impact "anchor" statements for each stakeholder group.
Likely impact if done	Transforms critics into brand advocates, significantly increasing retention and long-term trust.	Sustained growth in customer loyalty, higher lifetime value, and a reinforced industry reputation.	Immediate market "cut-through," ensuring all stakeholders can articulate the organisation's unique ROI.
Likely impact if ignored	Accelerated churn and a lasting reputation as an unresponsive or out-of-touch organisation.	Increased audience fragmentation and missed opportunities in key growth demographics.	Value proposition remains "lost in translation," allowing competitors with simpler messaging to capture market share.

Brand Roadworthy™ Brand Roadworthy™

Brand Roadworthy™ Summary

Summary of key organisational strengths and constraints

Strengths

1 Growing workforce and education pipeline

2 Strong internal advocacy and professional pride

3 Demonstrated value across multidisciplinary care

Constraints

1 Value Proposition ambiguity

2 Lack of market differentiation

3 Operational over communication

Summary of key organisational opportunities and risks

Opportunities

1 Unify all initiatives to focus on community building

2 Lead the digital revolution in the industry

3 Late brand discovery

Risks

1 Stagnant growth from unclear value propositions

2 Diminished authority from inconsistent credibility signals

3 Internal messaging fatigue

Fix-It-First
Action Plan

Fix-it-first action plan

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30

30 days

- Create the "Brand Bible"
- "Listen First" training and policy
- Audience segmentation and value propositions

60

60 days

- Integrate values into training
- Launch the "You Said, We Did" Triage
- Marketing strategy and communications plan

90

90 days

- Deploy essential templates
- Simplify offering messaging
- Enhance audience engagement feedback loop

Fix-it-first action plan | 30 day plan

Action	Importance	Description	Deliverables	Impact
Create the "Brand Bible"	Medium	Merge the three existing style guides (Brand, Writing, Web) into a single, definitive, digital document.	A single, searchable PDF document.	Eliminates internal confusion and standardises brand tone immediately.
"Listen First" training and policy	High	Conduct mandatory training for all member-facing staff on non-defensive communication techniques and empathy-led response protocols.	New "Member Dialogue Protocol" implemented across all contact points.	Directly addresses the negative sentiment that Sample Organisation replies are 'defensive' or 'dismissive'.
Audience segmentation and value propositions	High	Development of value propositions based on the various audience segments.	Value propositions via audience segments	Drive strong engagement and value to the audience groups and increase member satisfaction and retention.

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